

**STATE OF MICHIGAN
DEPARTMENT OF INSURANCE AND FINANCIAL SERVICES**

Before the Director of the Department of Insurance and Financial Services

In the matter of:

Department of Insurance and Financial Services,

Enforcement Case No. 12-11534

Agency No. 12-045-RL

Petitioner,

v

**The VIP Loan Shop
dba theviploanshop.com,**

Respondent.

_____ /

Issued and entered,
this 22 day of March, 2013
by Stephen R. Hilker
Senior Deputy Director

ORDER TO CEASE AND DESIST

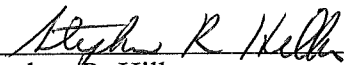
FINDINGS OF FACT and CONCLUSIONS OF LAW

1. Pursuant to Executive Order 2013-1, all authority, powers, duties, functions, and responsibilities of the Commissioner of the Office of Financial and Insurance Regulation (Commissioner) have been transferred to the Director of the Department of Insurance and Financial Services (Director).
2. On January 10, 2013, the Senior Deputy Director issued an Administrative Complaint and Notice of Intent to Issue a Cease and Desist Order (Notice) pursuant to Section 9a of the Michigan Regulatory Loan Act (RLA), MCL 493.9a, against Respondent.
3. The Notice contained a statement of the facts constituting the alleged practice or violation.
4. The Notice advised Respondent to respond no later than 21 days after the Notice was delivered or mailed to Respondent and advised that failure to respond would constitute a default resulting in a Final Order to Cease and Desist.
5. The Notice was mailed to Respondent at its last known address of record.

6. Respondent engaged in the business of making loans within the state of Michigan to Michigan residents, through its interactive website www.theviploanshop.com, without a proper license and charged a greater rate of interest, or consideration, than permitted by law.
7. The ongoing business operations of Respondent pose a threat of financial loss and threat to the public welfare and constitute a continuing violation of the RLA.

NOW, THEREFORE, having considered the allegations in the Administrative Complaint and Notice of Intent to Issue a Cease and Desist Order and the information contained in the case file, it is hereby **ORDERED**:

- A. Respondent and its officers, directors, members, partners, trustees, employees, agents, and control persons shall **Cease and Desist** from providing personal loans to Michigan residents in violation of the Regulatory Loan Act, MCL 493.1 *et seq.*
- B. Respondent, through its website www.theviploanshop.com, shall **Cease and Desist** from providing personal loans to Michigan residents in violation of the Regulatory Loan Act, MCL 493.1 *et seq.*
- C. This Order to Cease and Desist shall become effective at the date and time specified above and remain effective and enforceable unless terminated or set aside by a subsequent order of the Director.

By: 
Stephen R. Hilker
Senior Deputy Director